



*The* HOME DECORATOR



# The Joy of Color—

## INEXPENSIVELY ACHIEVED



By BETTY WOOD  
of the *Sherwin-Williams*  
*Decorative Service*

ARRANGING the interior furnishings and decorations and planning the color schemes of the many interesting homes presented in this new "Home Decorator," has been a real pleasure for all of us engaged in the Sherwin-Williams Decorative Service.

Having served thousands of home owners by offering decorative suggestions for their homes, it occurred to us that if we could visualize the most practical and interesting of these examples to our readers it would be a welcome contribution.

So we planned to carry out this work under the actual conditions presented by real homes in need of redecoration. And our beautiful book was built to help solve the problems of many folks who, like yourself, would welcome the help of some authoritative source for correct color suggestions without large expenditures for service or materials.



As a matter of fact the point I want to stress most in presenting this book is the economy of doing over a home or a room or a group of rooms. I know I was surprised myself at the inexpensive way in which many of these homes and rooms were finished or refinished and what a small outlay the actual paint materials represented.

For instance, in preparing these rooms for photographing in actual color, which method of reproduction has been employed to show detail of the rooms and furniture, the actual cost of paint materials used was only five dollars or less for the average kitchen, bathroom and bedroom. Between five and ten dollars was expended for the average living room, dining room and hallway.

Many of my friends couldn't believe this until we showed them the empty containers from which we had used just that amount of material. We surely proved that *quality is economy* and were even amazed ourselves at how much surface we could cover, and how *well*, with so little material. The best is certainly the most inexpensive in paints.

In designing this book we show a home or a room, photographed in actual color and also several alternative color schemes for the same subject. In this way we have succeeded in giving you a greater number of practical and attractive color schemes than ever before, and you can make your selections without confusion.

There are two things to consider in painting and decorating — economy and beauty. Now is the time to paint the worn spots and touch up the surfaces that need it. Protection of

property is vital. Roofs, porches, floors, eaves, siding, need attention now before expensive repair bills become necessary. Good paint is always good economy and either inside or outside of the home creates new beauty as well. Attractive homes can be had so easily and cheaply that everyone can afford to enjoy the great pleasure they give. Well, let me hear from you after you've studied this book which I hope you'll enjoy as much in the reading as we did in its creation.

BELOW:

Roof: Shingle Stain Dark Green  
House: SWP House Paint Gloss White  
Sash: S-W Verdas Green

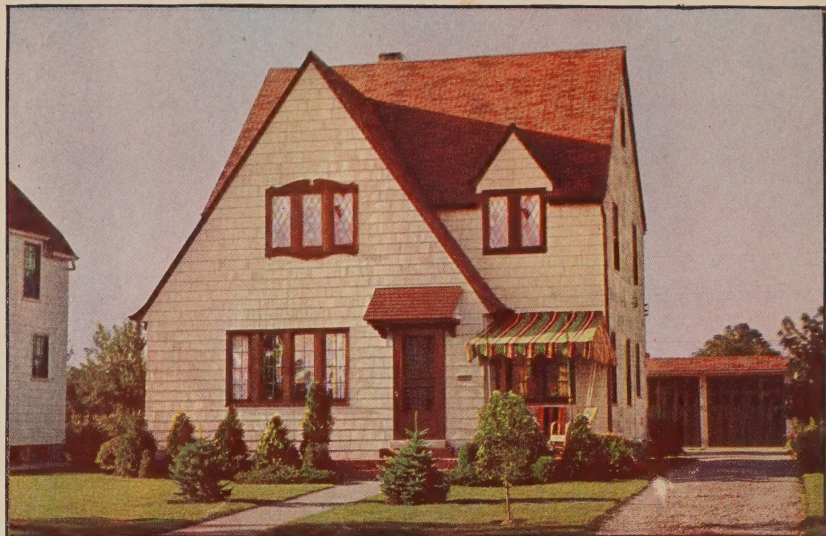


LEFT:

Porch Ceiling: Rexpar Varnish  
Walls: SWP House Paint Gloss White  
Trim: S-W Verdas Green  
Porch Floor: Porch and Deck Paint Dark Slate







## NEW AGAIN WITH SWP HOUSE PAINT

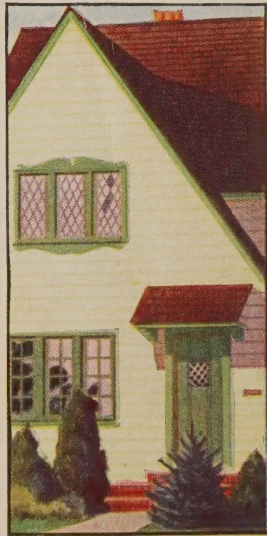
SWP Cream made a new home of this shingle house that had become grimy and too darkened with weathering to stain again. The trim is SWP Antique Brown and the roof finished in Shingle Stain Sienna Brown

## ALTERNATE SUGGESTIONS

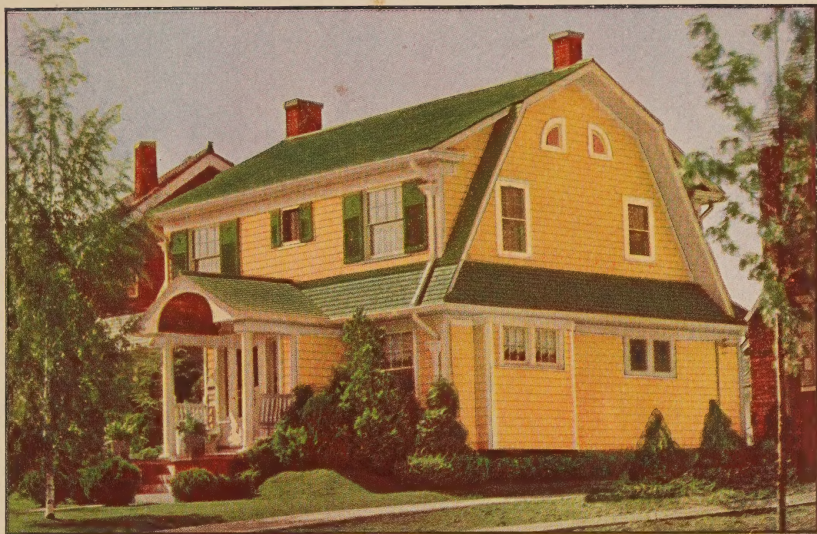
Roof, Shingle Stain C-72  
Body, SWP Quaker Drab No. 391  
Trim, SWP Willow Green No. 461  
Sash, SWP Black

Roof, Shingle Stain B-46  
Body, SWP Tobacco Brown No. 393  
Trim and Sash,  
SWP Cream No. 462

Roof, Shingle Stain B-47  
Body, SWP White  
Trim and Sash,  
SWP Pea Green No. 383







## WOULD SET THE PACE IN ANY NEIGHBORHOOD

The soft contrast of SWP Colonial Yellow trimmed with SWP Ivory instead of White, makes a very clean and attractive combination. The roof is stained with Shingle Stain Dark Green.

### ALTERNATE SUGGESTIONS

Roof, Shingle Stain C-74  
Body, Trim and Sash, SWP Silver Gray  
No. 357  
Shutters, SWP Bottle Green No. 484

Roof, Shingle Stain C-72  
Body, SWP Apple Green, No. 460  
Trim, SWP Ivory No. 496  
Shutters, SWP Bottle Green No. 484

Roof, Shingle Stain B-41  
Body, SWP Cream Gray No. 360  
Sash, SWP Ivory No. 496  
Shutters, SWP Rich Maroon No. 382







## A PLEASANT DIGNITY THAT COMMANDS RESPECT

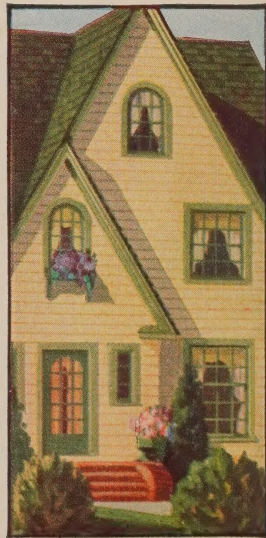
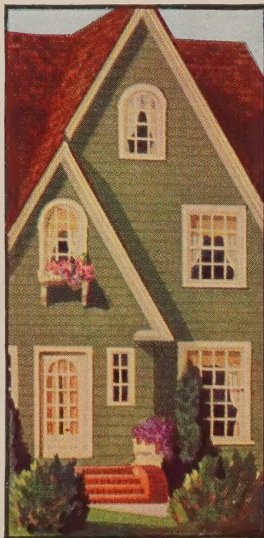
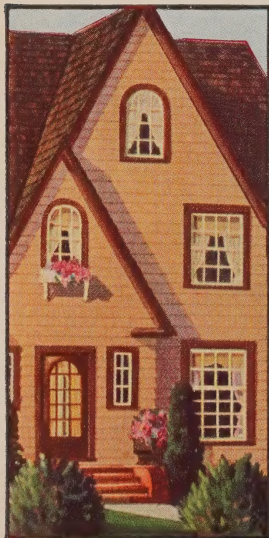
The gray tints of SWP House Paint are pleasant colors. This home in SWP Silver Gray will retain much of its clean appearance even under unfavorable conditions. *Trim*, SWP Gloss White. *Roof*, Bright Green No. 71

## ALTERNATE SUGGESTIONS

*Roof*, Shingle Stain B-46  
*Body*, SWP Straw No. 385  
*Trim*, SWP Tobacco Brown No. 393  
*Sash*, SWP Ivory No. 496

*Roof*, Shingle Stain C-76  
*Body*, SWP Sage Green No. 355  
*Trim and Sash*,  
 SWP Ivory No. 496

*Roof*, Shingle Stain C-74  
*Body*, SWP Ivory No. 496  
*Trim and Sash*,  
 SWP Apple Green No. 460

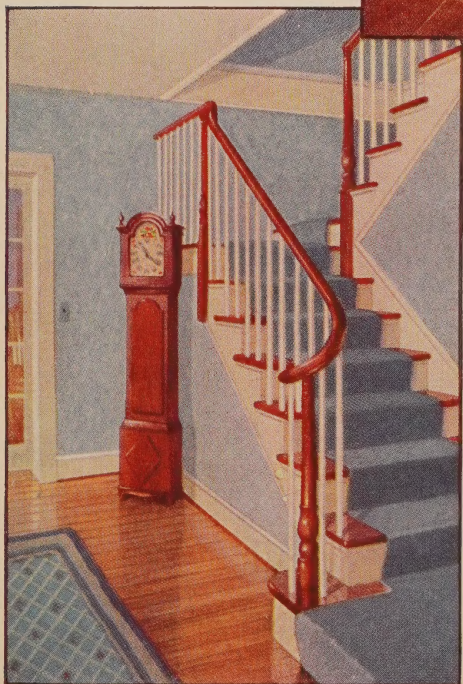




## A MELLOW COLOR SCHEME *for the* HALL

ROOMS are more interesting when enameled *woodwork* is finished off with S-W Glazing Liquid tinted with Oil Color Burnt Umber and "wiped," stippled or "antiqued." The effect is soft and pleasing and is most practical because bumps, bruises and fingermarks do not show readily. The plank floor and *stair treads* owe their richness to Oil Stain Walnut finished in Fast-Drying Mar-not Varnish because the hall is a much-traveled room and calls for the toughest finish for floors and stairs. The *wall* color is Flat-Tone Pale Green.

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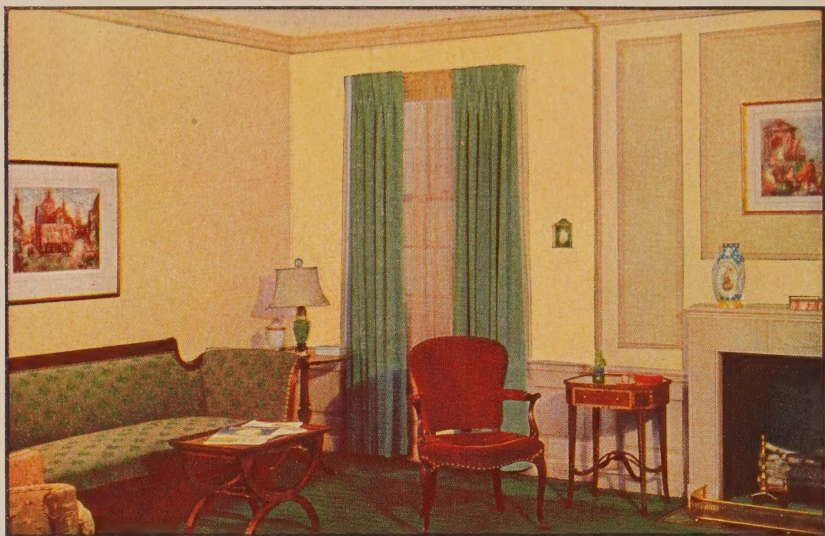


## COLONIAL AND "PRIM"— *but beautiful*

Everyone likes a colonial hall and it is hard to imagine a cleaner, more handsome combination of colors than Old Dutch Enamel or Enameloid Ivory as *woodwork trim* for Flat-Tone Sky Blue walls, sponge stippled if you wish, with Flat-Tone Caen Stone. This entire scheme may be changed to Flat-Tone Pale Green walls with a deep rich green stair runner. Or, if you like the warmth of harvest colors, Flat-Tone Canary Yellow or Buff walls will admirably set off a deep tobacco brown or "rust" colored carpet.

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## LIVING ROOM IN IVORY TAN AND GREEN

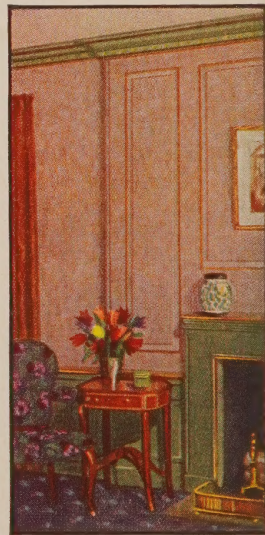
This is a simple color scheme using Flat-Tone Ivory Tan for walls with soft green drapes and carpet. The woodwork is Enameloid Old Ivory softened by an over-glaze of Van Dyke Brown Oil Color in Glazing Liquid.

### ALTERNATE SUGGESTIONS

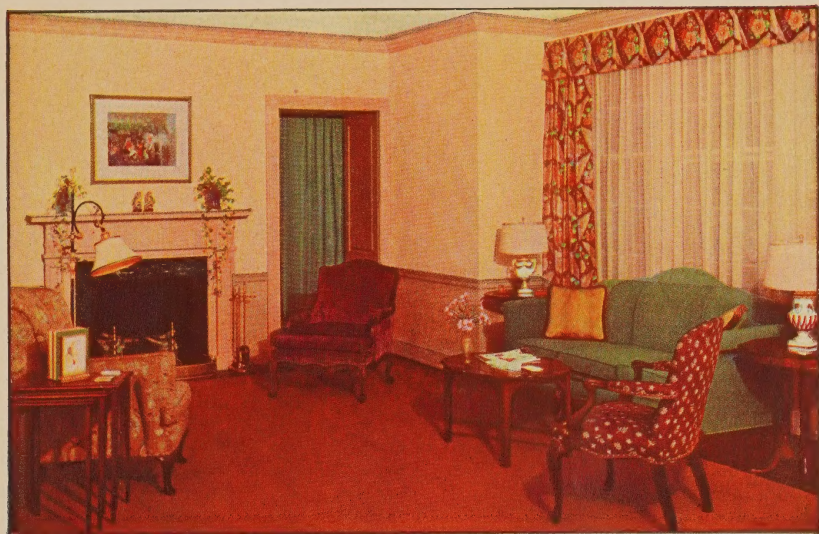
Ceiling and Walls,  
Flat-Tone Silver Gray  
and  
Caen Stone,  
mixed equal parts  
Woodwork,  
Enameloid Platinum

Ceiling,  
Flat-Tone Cream Gray  
Walls,  
Flat-Tone Silver Gray and Buff  
mixed equal parts  
Woodwork,  
Enameloid Old Ivory

Ceiling,  
Flat-Tone Ivory  
Walls,  
Flat-Tone Orchid glazed with  
Black and Rose Lake  
Woodwork, Enameloid French Gray  
mixed with Jade







## A RUST COLORED CARPET MAKES A WARM FRIENDLY ROOM

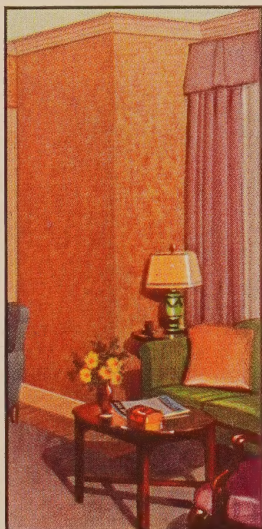
The walls are Ivory enriched with a translucent tint of Japanese Brown in S-W Glazing Liquid stippled to a rippled texture. The woodwork is in tone with Enameloid Taupe. Floors are stained dark and varnished with Mar-not Varnish.

### ALTERNATE SUGGESTIONS

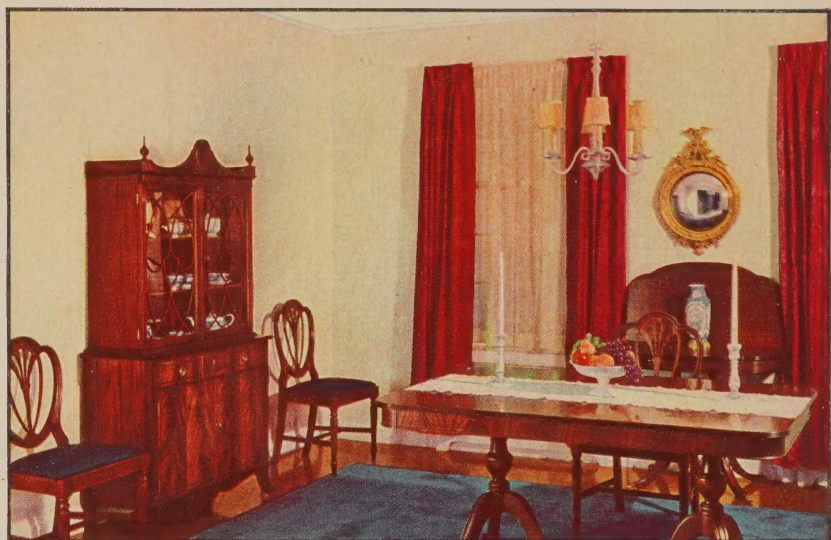
Ceiling, Flat-Tone Ivory  
Walls, Flat-Tone Pale Green  
Woodwork, Enameloid Milan Green  
Floors, Mar-not Varnish

Ceiling, Flat-Tone Ivory  
Walls, Flat-Tone Canary Yellow, glazed with Burnt Sienna  
Woodwork, Enameloid Taupe  
Floors, Mar-not Varnish

Ceiling, Flat-Tone White  
Walls and Dado, Flat-Tone Caen Stone and Silver Gray, equal parts. Dado glazed with Deep Cerulean  
Woodwork, Enameloid Platinum  
Floors, Mar-not Varnish







## AN EARLY AMERICAN ROOM DONE IN RED, WHITE AND BLUE

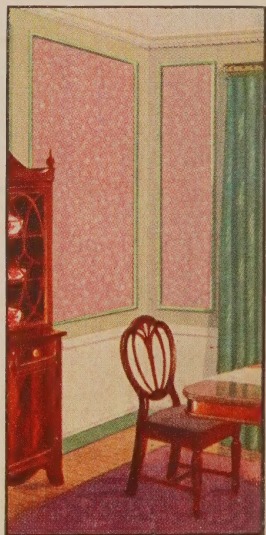
Flat-Tone Cream Gray makes *walls* of a softened, mellowed white. The rich tones of the mahogany are emphasized by the blue of the rug and chair seats. The red drapes complete the scheme. The *woodwork trim* is in Enameloid Platinum.

### ALTERNATE SUGGESTIONS

Ceiling, Flat-Tone Ivory  
Wall, Flat-Tone Sky Blue  
Woodwork,  
Enameloid Platinum  
Floors,  
Mar-not Varnish

Ceiling, Flat-Tone Ivory  
Wall, Flat-Tone Silver Gray  
Woodwork,  
Enameloid Platinum  
Floors,  
Mar-not Varnish

Ceiling, Flat-Tone Ivory  
Wall Panels, Shell Pink and Cream,  
sponge stippled with Cream Gray  
Woodwork, Enameloid Platinum and  
Jade.  
Floors, Mar-not Varnish







## A GREEN ROOM FOR A SUNNY EXPOSURE

With walls in Flat-Tone Pale Green the room is not only cool and agreeable but furniture seems to look its best. Blue chairs make a fine accent against the plum colored rug. Mar-not look its best. Blue chairs make a fine accent against the plum colored rug. Mar-not

Fast-Dri Varnish protects the floor—Scar-not Varnish protects the trim.

### ALTERNATE SUGGESTIONS

Ceiling, Flat-Tone Ivory

Wall, Flat-Tone Silver Gray and Shell

Pink, mixed equal parts

Woodwork, Oil Stain Walnut and Scar-not Varnish

Floors, Mar-not Varnish

Ceiling, Flat-Tone Ivory

Wall, Flat-Tone Buff and Cream, mixed equal parts

Woodwork, Oil Stain Brown Mahogany and Scar-not Varnish

Floors, Mar-not Varnish

Ceiling, Flat-Tone Cream Gray

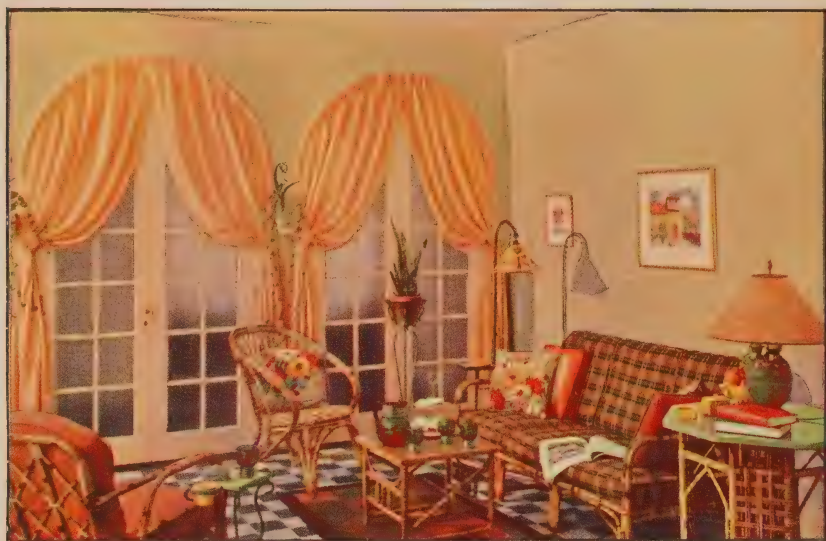
Walls, Silver Gray, sponge stippled with Silver Gray and Cream Gray equal parts

Woodwork, Enameloid Platinum

Floors, Mar-not Varnish







## "PAINTING SUNSHINE" INTO THE SUN ROOM

By sponge stippling Flat-Tone Canary Yellow over the Pale Green walls the room seems to radiate a shimmering sunshiny air. Woodwork is Enameloid Old Ivory, drapes, a golden yellow and furniture lacquered in natural color with Rogers Linoleum Lacquer.

### ALTERNATE SUGGESTIONS

Ceiling, Flat-Tone Ivory  
Walls, Flat-Tone Silver Gray and Caen  
Stone equal parts, sponge stippled  
with Pale Green  
Woodwork, Enameloid Lettuce Green

Ceiling, Flat-Tone Ivory  
Wall,  
Flat-Tone Canary Yellow  
Woodwork,  
Enameloid Canary

Ceiling, Flat-Tone Caen Stone  
Walls, Orchid glazed with Chrome  
Green M and Black  
Woodwork,  
Enameloid Peach





# WARNING to Property Owners



The Sherwin-Williams Co.  
Cleveland, Ohio  
Gentlemen:

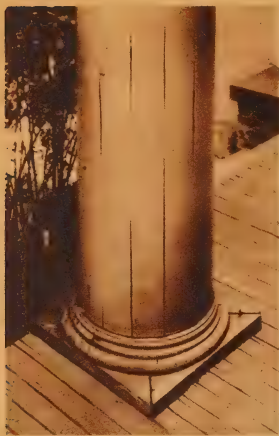
This may be of interest to you. About two months ago we were trying to arrange a new financing for our home to save it from foreclosure.

Upon receiving appraisal report, we were made to realize how we lost out by not having had our house painted and kept up—as it stated the property would be worth \$1400 more if it had been painted and decorated. The paint and decorating estimate was not over \$400 to us by a very fine painter, and I had tried often to convince my husband to have it painted and kept up, but he had to learn by bitter experience. No one would grant an increase on the mortgage, due to this condition of the house, and because we lived in a state where you only have sixty days after foreclosure notice, we lost all.

May many home owners realize the all importance of keeping their homes well painted and decorated. It will be far more valuable at all times and save a heart breaking situation.

Mrs. G.,  
Larchmont, New York

# WATCH OUT *for these* DANGER POINTS



Even at the sacrifice of other things, have your house completely repainted now. No investment you make will pay better dividends. And nothing you can buy will make you and your family feel so uplifted and cheerful.

But, by all means, if your income or surplus will not permit a complete re-painting job now, at least pick out THE DANGER POINTS illustrated here and give them a coat or two of protecting paint. Here it is that paint gives way to weather first. And once the way is opened for moisture to penetrate, rotting, rusting and decay soon take place. Avoid costly repair bills by watching out for these DANGER POINTS.

## WINDOW SILLS AND SASH

There are usually shrinkage cracks around windows that haven't been recently painted. As rainwater drains down from the windows it penetrates these cracks. The wood swells and the paint is loosened. Splitting and rotting take place before you know it.

Why not paint the window sills regularly—they will clean easier and prevent soiling curtains—AND YOU WILL SAVE REPAIR BILLS.



## ROOFS AND VALLEYS

You don't have to put up with wet ceilings every time it rains. There is practically no wear-out to a shingle roof and valleys that are kept properly protected with paint. But when a bad leak develops, locate it and stop it with S-W Roof Cement and prevent further damage with a generous coat of paint or, if the roof is flat, a brush coat of S-W Liquid Roof Cement will give you a new "seamless" roof at very little cost. Holes in flashing and vertical surfaces can be filled with a trowel and S-W Elastic roof cement. Preservative Shingle Stain is for new shingle roofs or where the shingles are not badly darkened.



## PORCH FLOORS AND STEPS

Here is where the dirt settles and grinds into the paint film. Water always stands longer on porch floors and is quick to penetrate the smallest break in the paint. It causes the wood to swell and loosen the paint—you've seen it scaling off wet floor boards. Porch floors become too hot for the hand under a "broiling sun," that also destroys the life of the paint. Wood floors will often rot from beneath. This is caused by lack of ventilation *below* the floor. When you see porch posts and railings splitting and the paint peeling it almost always means that a crack has developed which lets the water penetrate. Putty up these cracks and at least paint the joints if you can't afford to paint the house. But it is so easy and inexpensive to give porch floors and steps a coat of S-W Porch and Deck Paint every season and thus be absolutely safe against repair bills.



## GUTTERS AND DOWN SPOUTS

Leaves lodge in gutters. They hold water and decay, attacking the paint and rusting the metal. Your first warning may be a leaking gutter that finds its way into the walls and ceilings inside the house! Peeling paint is often traced to rusted out gutters. Such holes can frequently be mended with tin or tarpaper held in place with S-W Elastic Roof Cement.

Keep gutters cleaned regularly and a periodic coat of paint will do the rest to prevent repair bills.

## PORCH CEILINGS

Even sheltered porch ceilings get damp enough to cause the wood to swell up and ruin the finish unless kept well protected by a tight roof above and a weathertight finish on the surface. A discolored ceiling makes a house look very shabby. If varnished, wash regularly with S-W Flaxoap and protect with Rexpa Varnish every two years. Painting with SWP White, Ivory or Sky Blue will bring a great deal of light into a dark living room—reading lamps won't have to be lighted as early even on dark days.





SWP comes in 32 pleasing colors, also White and Black. The purity of these colors makes it easy to make attractive color schemes.

## S-W SCREEN ENAMEL

Rusty screens soon mean no screens. Screens do not rust where S-W Screen Enamel is used regularly once a season. Does not clog the mesh. Comes in Green and Black ready for use. Can be used on both wire and frames.

An S-W No. 405 Brush  $1\frac{1}{2}$  or  $2\frac{1}{2}$ -inch size will give excellent results.



## S-W STUCCO AND CONCRETE PAINT

Rainsoaked stucco makes a damp house that is unhealthful and hard to heat. It spoils decorations and furnishings and rotting of the wood structure results as shown in this unretouched photograph.

S-W Stucco and Concrete Paint makes even the most porous wall water-tight in an attractive color that requires no further attention for years. If your house streaks with rain heed the warning and apply Stucco and Concrete Paint.

A 4-inch S-W No. 110 Brush is preferable although many use a 4-inch S-W No. 10 Brush.





## S-W EBONOL

A heavy-bodied glossy black paint for use on wood and metal surfaces. The life can be restored to old dried out felt, paper or composition roofing with Ebonol before applying the finishing coat of S-W Liquid Roof Cement. It dries with a good gloss and protects admirably against weather, dampness and acid or alkali fumes. Splendid for safeguarding metal from corrosive liquids about the home, farm or manufacturing plant. Ebonol is a most economical paint and is handy to have on hand at all times.

On roofs use an S-W No. 1015 Brush. On upright metal surfaces use an S-W No. 20 Brush in the 4-inch size.



## S-W LIQUID ROOF CEMENT

Will make a roof water-tight at very little expense. Does not peel or blister in extreme heat or cold. It is easily applied cold with a long-handled brush (use S-W No. 1015). Comes in Red, Black and Green. Use it over any type of standard roofing excepting shingles.

## S-W ELASTIC ROOF CEMENT

Made in heavier body to permit filling of holes and upright surfaces. It is applied with a trowel.



## S-W ROOF AND BRIDGE PAINT

Off-color batches of paint are rejected by our inspectors—they cannot be sold as SWP or other standard finishes but they make a wonderful paint value when you buy them at ROOF and BRIDGE PAINT prices.

An excellent preservative paint for wood, metal and brick surfaces. It is made to conform to an excellent formula but can be furnished only in very dark shades of Red, Brown, Green, Gray and in Black. Because of the materials used, it is an exceptional paint value.



Use a 3½ or 4-inch size S-W No. 20 Brush.



A 3 or 3½-inch S-W No. 20 Brush is generally used.

## S-W REXPAR VARNISH

Rexpar has great resistance to water, weather and sun. Use it on window sills and sash, woodwork in kitchen and laundry, on iceboxes and the floor under the icebox. Rexpar is unsurpassed for boats, canoes and varnished garden furniture. It is the old reliable finish for exterior varnished doors and porch ceilings. Wood wheels on automobiles, wood parts on airplanes are safer with Rexpar. Wherever weather and water hit varnish, use S-W Rexpar Varnish.



Use a No. 200 or 210 Sherwin-Williams Brush in the 2½ or 3-inch size.

## S-W PRESERVATIVE SHINGLE STAINS

Wood shingles lose much of their individuality when painted. Many "stains" are merely thin paints. S-W stains are made with wood preserving oils, refined creosote, dyes and pigments which penetrate well into the wood. They color the wood without obscuring the grain. They not only protect the wood from weathering but are effective in resisting the attacks of wood boring insects in southern countries. Use them on wood shingle roofs and exterior wood or shingle walls.

Use a 4½ or 5-inch size No. 20 or a No. 75 Sherwin-Williams Brush.





## HELPFUL SUGGESTIONS . . .

### PREPARATION OF THE SURFACE

No matter what kind of a finish is being applied, the surface to be finished must be in proper condition or the results will be disappointing. There are many surface conditions which have to be removed entirely or complete failure of the finish will result. In all cases, no matter how much work is involved, it always pays to have the surface prepared properly. The following suggestions are important and are followed by good painters in obtaining the best finishing results.

1. Ordinary dirt on old finishes to be repainted should be washed off with soap and water, rinsed and dried thoroughly. The new finish will be cleaner, look more attractive and wear better.

2. Dust or lint should be removed with a dusting brush because these particles show up greatly enlarged in the final finish.

3. Rusted spots should be sandpapered bright and be touched up with primer or with the enamel thinned as directed before applying the general coat.

4. Porous surfaces (wood, plaster, unsized wallboard, etc.) should be sealed with the proper primer as specified in each case. Otherwise the finish "strikes in" and even a number of coats applied over such an unprimed surface would continue to dry spotty. Such a finish does not wear well and housepaint applied in this manner weathers quickly.

5. Greasy surfaces should be washed clean with benzine. Waxed surfaces should be cleaned with turpentine. Several washings are necessary to entirely remove the wax. Both conditions prevent proper drying of finishes applied over them and the usual result is that the finish remains sticky.

6. Open-grain woods, like oak, chestnut and walnut do not enamel well unless the open pores are filled with S-W Paste Wood Filler to make the surface level.

7. Cracks in wood (interior) should be filled with S-W Crack and Seam Filler after the priming coat has been applied.

Cracks in outside woodwork should be filled with good putty after the priming coat has been applied.

Cracks in plaster should be cleaned out and then filled with plaster of paris or patching plaster. Wet the plaster with water, then work in the patching material. Let it dry for a day and prime all patches with S-W Wall Primer and Sealer.

8. Coat all knots and pitchy places with orange shellac before painting.

9. Loose or scaly paint should be scraped or removed with a wire brush. Housepaint badly cracked, blistered or scaled should be burned off. (Have an experienced painter do this.) Badly scratched or checked varnish or enamel should be softened with S-W Taxite and scraped off, following directions carefully on the can.

# USEFUL INFORMATION . . .

## CARE OF THE HANDS

Vaseline rubbed into the hands keeps paint from penetrating the skin (do not put greasy hands on surface to be painted). Dipping the hands into water before washing off paint, varnish or enamel with turpentine, prevents drying and roughening of the skin. Work a generous amount of S-W Flaxoap (pure linseed oil soap) into the hands. Do not wet or rinse until the jelly-like soap has been worked well into the pores. Then lather and rinse in warm water and the skin will feel soft and pleasant.

## TO REMOVE PAINT FROM—

1. **CLOTHING, RUGS OR FABRICS:** Place a heavy blotter under the spot, rub vigorously with a clean cloth dipped into Rogers Brushing Lacquer Thinner. Fresh paint, varnish or enamel yields to benzine. If dried in, soften with S-W Taxite (won't injure fabrics) and rub out with benzine.
2. **SPATTERS ON OTHER FINISHES:** If not dry or hard, wipe off with benzine. Avoid turpentine or RBL Thinner, as liable to dull the surface.
3. **GLASS OR MIRRORS:** Scrape off with safety razor blade and wash with water with household ammonia added.
4. **BRUSHES:** Be sure to ask Paint Headquarters for the correct brush for the finishing you are planning to do.

## 5. COMPLETE REMOVAL OF PAINT OR VARNISH AND ENAMEL OR LACQUER

Apply S-W Taxite Paint and Varnish Remover to the surface to be cleaned. In a few minutes the finish will soften so that it can be lifted off with a putty knife. Add more Taxite and scrub clean with a hand brush. Wash off Taxite with benzine and alcohol.

## ENAMEL FINISH CHANGED TO WOODGRAIN EFFECT

Select the color of S-W Flo-Lac Varnish Stain desired. If the enamel is white, ivory or light cream, simply apply Flo-Lac and make a grained effect by dragging a whisk broom through the finish while it is still wet. Green, blue or other colored enamels should first be painted with one coat of S-W Enameloid Taupe, allowed to dry and then finished with Flo-Lac.

## ENAMEL FINISH "ANTIQUED" OR GLAZED

"Antiqued" and glazed enamel finishes are richer than plain finishes. S-W Glazing Liquid (transparent) is tinted with Oil Colors and brushed over the enamel. Antiqued effects are simply wiped off so that color is left only in parts, in mouldings, cracks, etc., to produce an antique effect. Glazed woodwork may be done in an endless variety of stippled textures, either wiped off to show a panel inset or left over the entire surface. Two or more colors may be used. The panels of the door may be in a different glaze tint from the frame, etc.





Ceiling, Semi-Lustre Ivory White  
Walls, Semi-Lustre Light Pink and  
White mixed equal parts  
Dado, Semi-Lustre Light Pink  
Woodwork, Enameloid French Gray



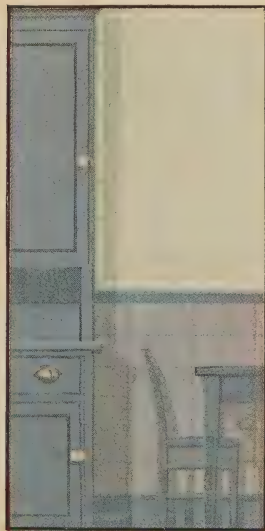
Ceiling and Walls, Semi-Lustre Cream  
Dado, Semi-Lustre Poudre Blue and  
White mixed equal parts  
Woodwork,  
Enameloid Pastel Blue



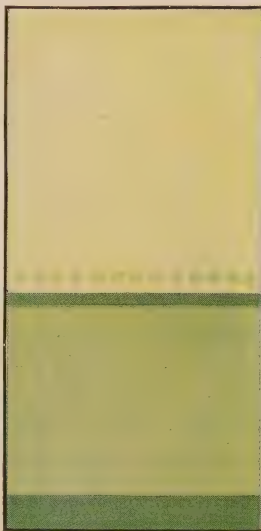
Ceiling and Walls, Semi-Lustre Taupe  
Dado, Semi-Lustre Silver Gray  
Woodwork,  
Enameloid Chinese Red  
Stencil No. 12

## COLORS WHICH MAKE INDIVIDUAL KITCHENS

Ceiling and Wall,  
Semi-Lustre Poudre  
Blue and White,  
mixed equal parts  
Woodwork, Enameloid Sky Blue

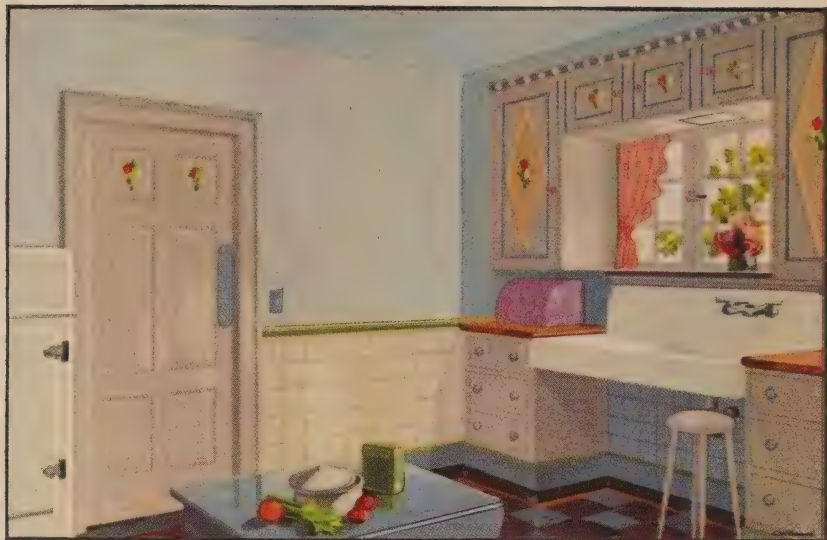


Ceiling and Walls, Semi-Lustre Canary  
Yellow  
Dado, Semi-Lustre Bright Sage  
Woodwork, Enameloid Jade  
Stencil No. 14



Ceiling and Walls,  
Semi-Lustre Taupe  
Dado, Semi-Lustre Orchid  
Woodwork,  
Enameloid Plum





## BLUE SUGGESTS CLEANLINESS

Semi-Lustre Poudre Blue can be kept just as clean as it looks—it washes easily and wears well. Baseboard in Enameloid Pastel Blue, doors and cabinets Enameloid Color Mixture French Gray and Ivory. The dado is Semi-Lustre Cream Gray.

## ALTERNATE SUGGESTIONS

Ceiling and Walls,  
Semi-Lustre Cream Gray  
Woodwork,  
Enameloid Jade  
and  
French Gray,  
mixed equal parts

Ceiling,  
Semi-Lustre Ivory White  
Walls,  
Three bands of Canary Yellow tinted  
darker with Chrome Yellow M.  
Woodwork, Enameloid Canary Yellow  
and Peach

Ceiling and Walls,  
Semi-Lustre Silver Gray and White  
equal parts  
Dado,  
White  
Woodwork, Enameloid French Gray  
and Chinese Red







## A DARING COLOR SCHEME—BUT ISN'T IT HANDSOME?

The tub alcove in Enameloid Pastel Blue brings out new qualities in the Semi-Lustre walls done in orchid and glazed with Oil Color English Rose Lake and a touch of black. The woodwork and dado is Enameloid Platinum striped with Milan Green.

### ALTERNATE SUGGESTIONS

Ceiling and Walls, Semi-Lustre White  
Woodwork, Enameloid Platinum

Dado, Enameloid Jade and Platinum,  
mixed equal parts. Stencil No. 7

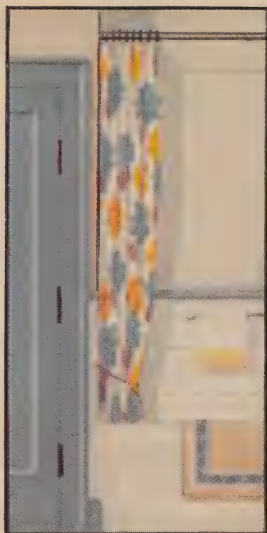
Ceiling and Walls, Semi-Lustre Cream  
Dado and Woodwork,

Enameled Canary Yellow  
trimmed with Orange

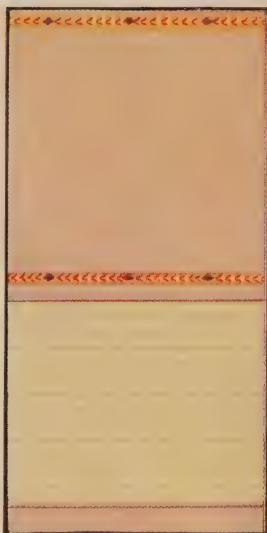
Ceiling and Walls, Flat-Tone Sky Blue  
Woodwork,

Enameloid French Gray  
tinted with Carmine

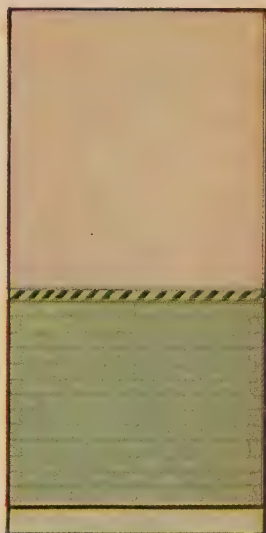




Ceiling and Walls,  
Semi-Lustre Cream Gray  
Dado, Enameloid White  
Woodwork,  
Enameloid Pastel Blue



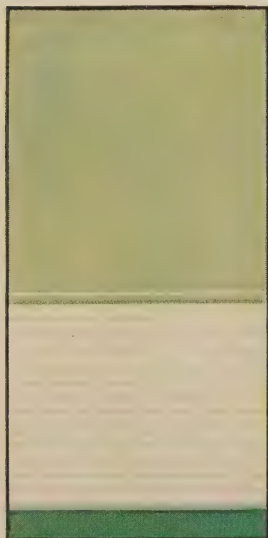
Ceiling, Semi-Lustre Ivory White  
Walls, Semi-Lustre Taupe  
Dado, Semi-Lustre Ivory White  
Woodwork, Enameloid Taupe  
Stencil No. 3



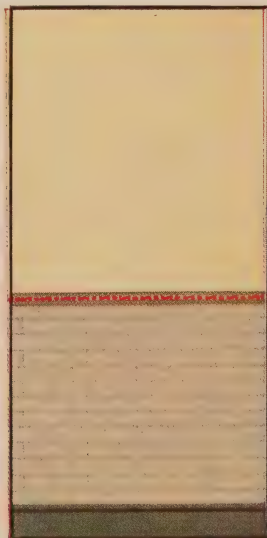
Ceiling and Walls, Semi-Lustre Silver  
Gray  
Dado, Semi-Lustre Pale Green  
Woodwork, Enameloid Milan Green and  
White equal parts  
Stencil No. 6

## COLORS WHICH MAKE INDIVIDUAL BATHROOMS

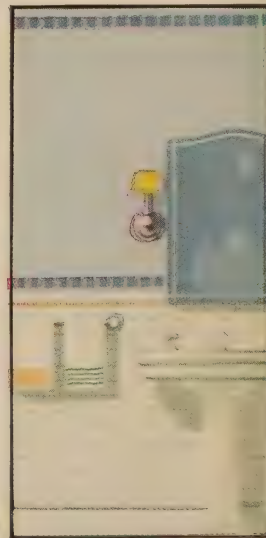
Ceiling and Walls, Semi-Lustre Pale  
Green  
Dado, Enameloid White  
Woodwork, Enameloid Jade



Ceiling and Walls, Semi-Lustre Cream  
Dado, Semi-Lustre Taupe  
Woodwork, Enameloid Taupe and Jade,  
mixed equal parts. Stencil No. 11



Ceiling and Walls, Semi-Lustre Poudre  
Blue  
Dado and Woodwork,  
Enameloid White







Use S-W No. 110 or No. 10 Brush in the 3½ or 4-inch size depending on the amount of surface to be finished.

## S-W WALL PRIMER AND SEALER

Unless properly sealed, paint soaks into porous walls, dries out spotty and does not wash well. Make certain of beautiful satisfactory painted walls by using Wall Primer and Sealer as first coater for Flat-Tone and Semi-Lustre. You'll be more than satisfied with the results.

1. Unpainted wall. 2. Wall Primer and Sealer. 3. Flat-Tone.



## S-W DECOTINT

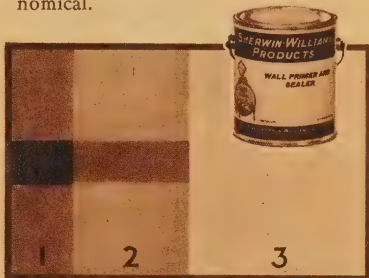
Decotint comes in dry powder form and requires only the addition of cold water to prepare it for fine interior decorating. The colors are clean, attractive and hold their character in service. They can also be mixed with white or intermixed to produce an endless variety of individual soft pastel tints.

## S-W FLAT-TONE

### Washable Flat Wall Paint

Enjoy the distinction that goes with hand decorated walls and have the added satisfaction of choosing the most economical finish as well. Children's finger marks need cause you no worry when walls are done in washable Flat-Tone.

Flat-Tone gives a choice of a great variety of effects. It comes in soft velvety tints. These tints can also be sponge stippled for the famous "liquid wallpaper" effects or they can be glazed with S-W Glazing Liquid tinted with oil colors to produce the rich tiffany blends. All these Flat-Tone decorations are washable, lasting and economical.



## S-W SEMI-LUSTRE

Where the wear comes harder—use Semi-Lustre on walls. This finish passes severest sanitary tests for use in hospitals. You can have the dainty colors you have always wanted because Semi-Lustre washes so easily and wears so well. Many people are using Semi-Lustre on woodwork for an economical "dullrubbed" enamel finish. Ideal for bathroom and kitchen.

An S-W No. 145 Brush is preferable. Many use S-W No. 10 or No. 20 Brush 3½ or 4-inch size depending on the amount of surface to be finished.

Use No. 75 Sherwin-Williams Brush.





A 3 or 3½-inch No. 20 Sherwin-Williams Brush is generally used.

## S-W FLOOR ENAMEL

Use Floor Enamel in the kitchen and bathroom and you can save buying linoleum this year. Colored floors in living rooms and bedrooms are in vogue because they make handsome rooms and display rugs and furniture to better advantage. With Floor Enamel you can achieve the same distinctive note found in hand decorated walls.

A simple border of another color helps a great deal and by laying out the floor in tile blocks which are filled in with harmonizing colors of Floor Enamel some exceedingly rich and attractive rooms are produced at an amazing small cost.

## S-W FLO-LAC

Shabby furniture spoils the appearance of any room. Why not enjoy the thrill of true thrift? Your furniture and floors may have lost their freshness simply because the finish is wearing and fading. Renew that finish in your spare time. You'll enjoy the work all the more when you earn the "profits" of the job yourself.

Light oak pieces can be made to harmonize with walnut and mahogany and faded mahogany can be restored with Flo-lac. Woodwork and floors can be finished in woodgrain effect with Flo-lac even though previously painted.

No. 208 or No. 220 Sherwin-Williams Brush 1½ or 2-inch sizes used for furniture, 2½ and 3-inch sizes used on all large surfaces.



## S-W FLO-WAX

Beautiful Waxed Floors without Rubbing or Polishing.

Flo-wax is simply applied with a clean cloth and allowed to dry. No skill is required, no polishing tools are needed and Flo-wax dries as rapidly as a washed floor. All the tiresome drudgery and work of waxing floors the old way is eliminated.



## S-W MAR-NOT VARNISH

Mar-not makes beautiful varnished floors that can be enjoyed to the limit. Rivers of water cannot discolor it and it doesn't chip or crumble even when scratched. Mar-not is rapid drying so you can conveniently use it on window sills, stairways, furniture and floors which cannot be kept long out of service. Mar-not dries dustfree in approximately two hours and is hard enough to recoat in 6 to 8 hours if desired. Mar-not varnish keeps its attractive finish longer and actually costs less in service than cheaper varnishes.

Use a No. 200 or 204 Sherwin-Williams Brush  $2\frac{1}{2}$  or 3-inch size.



## S-W VELVET FINISH VARNISH

Velvet Finish varnish produces the popular dull-rubbed varnish finish without the labor of hand rubbing. It is used as the finishing coat over a gloss varnish on woodwork and furniture. "Open pore" and antique finishes on furniture and woodwork consist of a stain coat, sealing coat of shellac and finishing coat of Velvet Finish.

Use Velvet Finish as a protective coat over glazed or antiqued enamel.

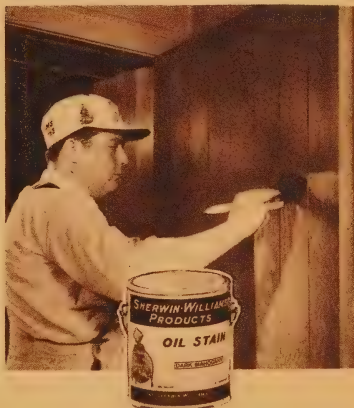
Use a No. 208 or No. 210 Sherwin-Williams Brush. The size depending on the surface to be finished.



## S-W OIL STAINS

These are of the pigment type, easy to handle and, with the exception of Rich and Brown Mahogany, can be used under varnish without a shellac sealing coat. Oil Stains are excellent quality stains for new unfinished wood.

Use a No. 227 Sherwin-Williams Brush. The size depending on the surface to be stained. When staining the exterior of houses a No. 20,  $3\frac{1}{2}$  or 4-inch size is ordinarily used.



## S-W ENAMELOID

You will enjoy producing the beautiful finishes Enameloid can give you in your favorite colors. Enameloid is useful because so many things can be conveniently finished with it. Tables and chairs and kitchen woodwork naturally test the wearing qualities of an enamel to the limit but it is on these very surfaces that Enameloid shows to best advantage and proves to be so economical. It also dries rapidly so that what you finish with Enameloid isn't out of service long—no sticky messy surfaces to stand guard over. Enameloid provides tints to match the newest vogue in plumbing fixtures.

You will find also, Gold, Silver, Black, White and sixteen of the most pleasing colors that ever tempted your brush. On pages 40 and 41 you will see furniture done in Enameloid. This is furniture you can do yourself. Come to Paint Headquarters and let us help you select the colors that will make your room most pleasing and harmonious.

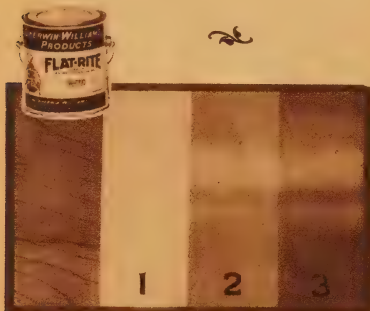


Use a No. 227 Sherwin-Williams Brush in 2 or 2½-inch width.

## S-W FLAT-RITE ENAMEL UNDERCOATER

Beautiful enamel finishes require the firm, smooth foundation provided by Flat-Rite to make them satisfactory. On new wood this 3-coat system works well: 1st coat Flat-Rite, 2nd coat an equal part mixture of Flat-Rite and Enameloid in the color selected, 3rd coat Enameloid. Use Flat-Rite with S-W Old Dutch Enamel also.

Use a No. 204 or 208 Sherwin-Williams Brush. The size depending on the surface to be painted.



## S-W OLD DUTCH ENAMEL

For beautiful enameled woodwork, exterior doors, porch pillars and rails there is no enamel in the world quite so satisfactory as "Old Dutch." With it your painter can produce a porcelain-like finish that, for richness, lustre and general attractiveness, will still look finer in years to come than cheaper enamels do when new. You treat yourself to the best when you specify "Old Dutch" and you save money in the long run, as well.

Use a No. 200 Sherwin-Williams Brush. The size depending on surface to be finished.







## ROGERS BRUSHING LACQUER

You will renew many things with "RBL" that cannot be spared out of service long enough to do them conveniently with slower drying finishes. Kitchen linoleum, for example, can be done "in-between-times" with RBL linoleum lacquer. It freshens up the colors and lets you discard the backbreaking scrubbing brush that wears out both the linoleum and yourself. It dries with a tight, sanitary finish that wipes clean in a jiffy and looks like a newly waxed floor. On shabby window sills and varnished stairs the worn spots blend in quickly with RBL and dry while you wait. There's a new bicycle or toy in every can of RBL—a delightful surprise package for children. And RBL is so practical for furniture. It dries hard—doesn't stick to clothing and wears excellently.

Use a No. 227 Sherwin-Williams Brush. The  $2\frac{1}{2}$  or 3-inch widths are preferable on the larger surfaces.

## S-W AUTO ENAMEL

Your car finished with Auto Enamel will be easy to keep clean and free from "Road film." Auto Enamel has extra resistance to weather, use it on trucks and tractors, boats and canoes, washing machines and gasoline pumps, baby carriages and bicycles, motorcycles and store fronts. It is ideal for lawn furniture. Its fine quality shows up in finer appearance, longer life and honest-to-goodness economy.



Use a No. 220 Sherwin-Williams Brush, 2 or  $2\frac{1}{2}$ -inch width for fenders and body and a No. 405 Sherwin-Williams Brush  $1\frac{1}{2}$ -inch width for wheels and chassis.



Use a No. 212 Sherwin-Williams Brush, size 3 or 4.

## S-W AUTO TOP DRESSING

Shabby tops make shabby cars and, if neglected, the top soon rots, tears, leaks and you grow discontented and either buy a new top or let the car go at a sacrifice. One little inexpensive can of S-W Auto Top Dressing applied once a year will keep your car looking well, will save you money and keep you satisfied with your car. There's a heap of service and satisfaction in a can of S-W Auto Top Dressing.



## S-W FLAXOAP

Here is a soap that is made and recommended by the world's largest paint makers for cleaning painted and varnished surfaces. What better assurance could there be for its suitability? Varnished floors, woodwork and furniture clean easily with Flaxoap and instantly regain their lustre and attractiveness. Porch floors and rails, outside doors and window sills and even the house itself, wash clean easily and the Flaxoap doesn't either harm the finish or chap the hands. It is mild. Use it for dishes. You'll like it for washing windows, mirrors and glassware because it leaves them sparklingly clear.

## S-W TAXITE

Softens paint, varnish, enamel and lacquer finishes of all kinds. Does not harm finest woods. Thoroughly dependable.

Is an excellent brush cleaner. Be certain to wash brush thoroughly with soap and water before using again in paint or varnish.



## S-W POLISH-OL

When varnished surfaces are washed with harsh soaps they lose their lustre and frequently take on a grayish cast which spoils their appearance. Polish-ol has a healing or re-building action with such finishes and its regular use will usually quite restore the lustre and attractiveness of furniture, woodwork and pianos. It cleans and polishes without tiresome labor leaving the surface dry and hard.

## S-W

## BRAS-BRITE



An effective cleaner for removing discolorations from brass, copper and plated metal. Does not scratch.

## S-W FLOOR WIPE

A handy preparation for the daily dustmop. For both varnished furniture and floors. A very little goes a long way and is economical for keeping down dust on varnish and linoleum floors in stores, salesrooms and food shops. For treating unfinished floors, however, we recommend the application of one coat of S-W Floor Seal, a varnish-oil type of wood hardener.





## S-W WAGON AND IMPLEMENT PAINT

Wagons and implements undergo the roughest kind of usage and need a finish with special hardness—ordinary paint isn't designed for such service. S-W Wagon and Implement Paint is also a most economical inexpensive enamel finish for pumps, engines, tractors, spraying and harvesting equipment and similar apparatus. It gives best possible protection from destructive fumes and liquids found around the barnyard and orchard. It is useful for a host of outside enamel jobs too numerous to mention.

Use a No. 212 or No. 220 Sherwin-Williams Brush. The largest sizes for the body. The smaller sizes for the wheels and running-gear.



## BARN RED AND GRAY

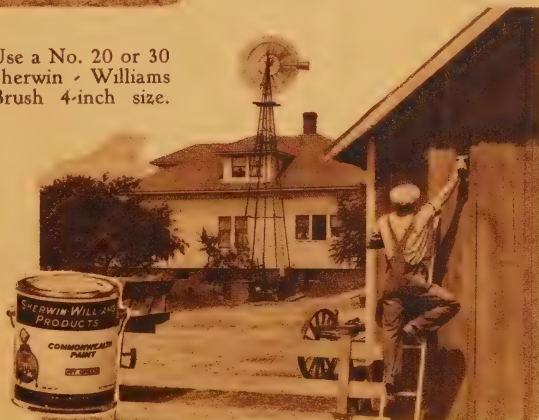
S-W Commonwealth Barn Red stands in a class by itself, in fact, it has almost come to be an "institution" with the farmer. It is an honest sturdy paint that delivers 100% value for the investment. S-W Barn Red is a rich handsome red that is designed to give a full satisfactory protective finish in one coat. This is the year of all years when well painted buildings not only safeguard the money invested in them but also give us the pleasure of attractive property at the lowest cost in a good many years. S-W Commonwealth Barn Gray is equally satisfactory and is as popular as Barn Red in many parts of the country.



## S-W COMMONWEALTH PAINT

Here is a general utility paint where every step in the manufacture is designed to produce the greatest possible value for the lowest possible price consistent with the excellent preservative value of the ingredients used. Recommended where a lower priced paint is needed.

Use a No. 20 or 30  
Sherwin-Williams  
Brush 4-inch size.



## SOME PAINTING "DON'TS" . . .

Don't paint on a hot surface. On exterior surfaces in the Summer follow the shade and in the Spring and Fall follow the sun.

Don't leave paint uncovered over night.

Don't fail to stir paint thoroughly.

Don't forget that shellac brushes should be cleaned with denatured alcohol.

Don't use a paint brush as a duster.

Don't thin paint or clean brushes near a flame.

Don't use cheap brushes. It is poor economy which will only result in a poor job and no money is really saved.

Don't put a bristle brush into lime or any compound containing lime. Use a brush made of Tampico fibre.

Don't forget that varnish brushes should be cleaned with turpentine.

Don't have any house painting done until all broken and leaking gutters, downspouts or other leaky joints have been repaired.

Don't neglect to putty all nail holes and cracks *after* the priming coat has been applied. Don't apply new paint over blistered paint. Scrape the surface clean.

Don't apply thick or heavy coats, especially the priming coat.

Don't paint or varnish over a glossy surface. Rub it dull with sandpaper.

Don't neglect to cover all knots or sappy places with orange shellac before starting to paint. Otherwise, resin from the wood will come through and spoil the paint.

Don't jam a brush into corners. It mars the finish.

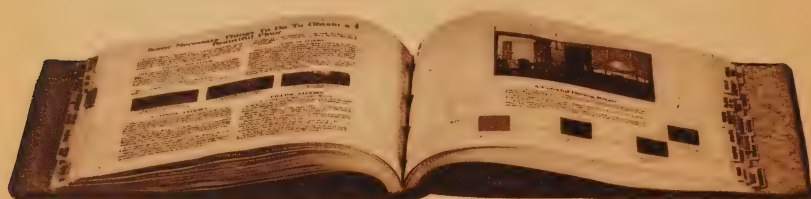
Don't apply any finish over a greasy surface—the paint will not dry properly.

Don't brush Flat-Tone or Semi-Lustre like house paint—simply lay it on smoothly without brushmarks.

Don't forget—Use SWP and hire a good painter.

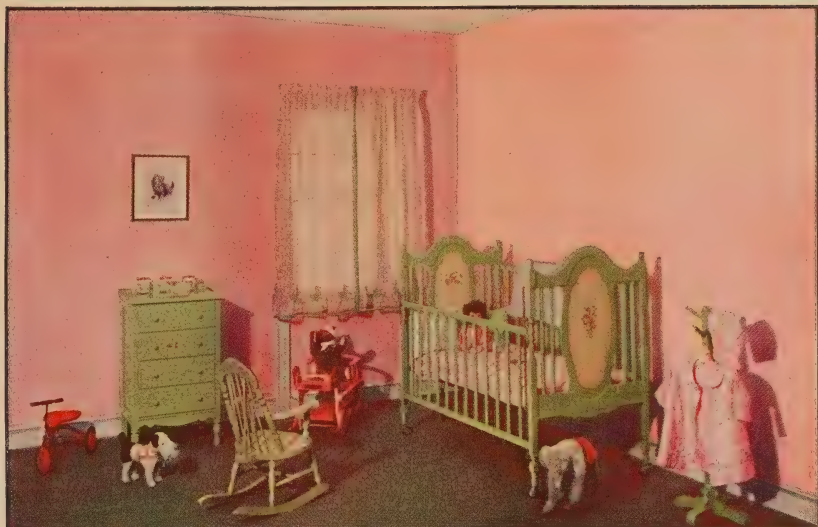


*Dealers Displaying this Sign  
Help You Avoid  
Mistakes in Painting*



*Have Paint Headquarters show you their complete book on painting and decorating.*





## NOTHING IS TOO GOOD FOR BABY'S ROOM

This soft, velvety pink is obtained with Flat-Tone Shell Pink mixed with White. The *woodwork* is Enameloid Platinum and the *furniture* Enameloid Lettuce Green mixed with White.

### ALTERNATE SUGGESTIONS

Ceiling, Flat-Tone Ivory

Walls, Bright Sage, sponge stippled with Bright Sage mixed with White

Woodwork and Furniture,

Enameloid Taupe and Orchid

Floors, Mar-not Varnish

Ceiling,

Flat-Tone Caen Stone

Walls, Buff sponge stippled with Buff and Cream equal parts

Woodwork and Furniture,

Enameloid Old Ivory and Pastel Blue

Ceiling and Drop,

Flat-Tone Cream

Walls,

Sky Blue

Woodwork and Furniture,

Enameloid Old Ivory





## BREAKFAST ROOM WITH CHAIRS AND TABLE

Enameloid Pastel Blue is trimmed with Enameloid Color Mixture Apricot to match the drapes and the lining color for the cupboards. The wall is Flat-Tone Ivory enriched by glazing with Oil Color Orange Lake in Glazing Liquid.

### ALTERNATE SUGGESTIONS

Ceiling and Walls, Flat-Tone Caen Stone and Silver Gray mixed equal parts

Woodwork and Furniture, Enameloid French Gray and Jade trimmed with Taupe

Ceiling, Flat-Tone Ivory  
Walls, Sky Blue glazed with Prussian Blue

Woodwork and Furniture, Enameloid French Gray and Plum, trimmed with Taupe

Ceiling,

Flat-Tone Caen Stone  
Walls, Buff and Silver Gray mixed equal parts

Woodwork and Furniture, Enameloid Chinese Red and Taupe







### BREAKFAST ROOM WITH BENCHES

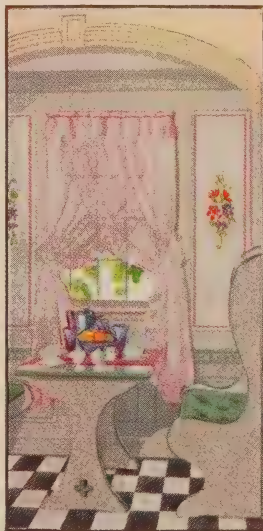
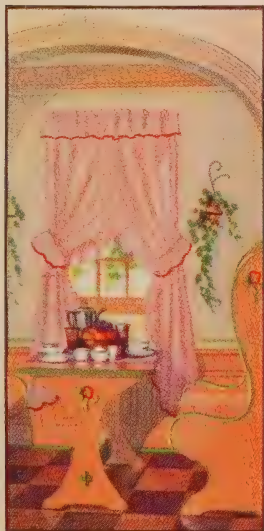
The furniture is done in Enameloid Canary Yellow trimmed with Pastel Blue. The walls are Flat-Tone White sponge stippled with Flat-Tone Sky Blue, then Buff and Cream mixture. The blue drapes should be sheer and match Enameloid Pastel Blue.

### ALTERNATE SUGGESTIONS

Ceiling, Flat-Tone Ivory  
Walls, Flat-Tone Cream Gray  
Furniture and Woodwork, Enameloid  
Apricot trimmed with Enameloid  
Lettuce Green

Ceiling, Flat-Tone Ivory  
Walls, Flat-Tone Sky Blue  
Furniture and Woodwork, Enameloid Sky Blue

Ceiling, Flat-Tone Ivory  
Walls, Flat-Tone Silver Gray  
Panels, Silver Gray and White  
Furniture and Woodwork, Enameloid  
French Gray  
trimmed with Jade





## A MODERNISTIC BEDROOM IN ORCHID

Flat-Tone Orchid in this case invited quite an out-of-the-ordinary furnishing in maple stained to a mouse gray. The green spread has proved so effective as to suggest an alternative suggestion in green for the drapes, as well. *Woodwork* is Enameloid Platinum.

### ALTERNATE SUGGESTIONS

*Ceiling*, Flat-Tone Caen Stone  
*Walls*, Flat-Tone Shell Pink and Cream,  
 mixed equal parts  
*Woodwork*,  
 Enameloid Platinum  
*Floors*, Mar-not Varnish

*Ceiling*, Flat-Tone Cream Gray  
*Walls*, Flat-Tone Pale Green  
*Woodwork*,  
 Enameloid Milan Green  
*Floors*, Mar-not Varnish

*Ceiling*, Flat-Tone Cream Gray  
*Walls*, Flat-Tone Caen Stone  
*End Wall*, Flat-Tone Silver Gray and  
 Caen Stone, mixed equal parts  
*Woodwork*, Enameloid French Gray  
*Floors*, Mar-not Varnish







## A BEDROOM IN CANARY YELLOW

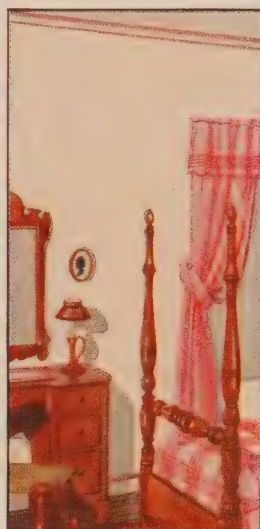
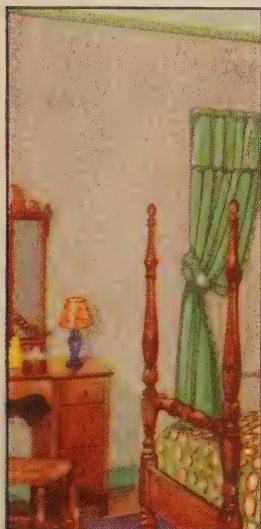
This sunshiny effect is frankly increased by using Enameloid Milan Green for *woodwork* and a rug in green to match. The spread is delightfully interlaced with green. *Walls* Flat-Tone Canary Yellow. The *floor* is in natural pine protected with Mar-not Fast-Dri Varnish.

### ALTERNATE SUGGESTIONS

*Ceiling*, Flat-Tone Ivory  
*Walls*, Flat-Tone Caen Stone sponge  
 stippled with Orchid and equal  
 parts of Pale Green and Ivory  
 Tan  
*Woodwork*, Enameloid Milan Green  
*Floors*, Mar-not Varnish

*Ceiling*, Flat-Tone Ivory  
*Walls*,  
 Flat-Tone Sky Blue  
*Woodwork*,  
 Enameloid Platinum  
*Floors*,  
 Mar-not Varnish

*Ceiling*, Flat-Tone Ivory  
*Walls*,  
 Flat-Tone Caen Stone  
*Woodwork*,  
 Enameloid White  
*Floors*,  
 Mar-not Varnish





## A BASEMENT RECREATION ROOM

**T**HERE is the possibility for developing the most enjoyed room of the entire house in the basement of many a home. Our picture shows how the masonry can be hidden behind a mask of knotty pine which is not only a friendly wall to the eye but a good insulator and warm to the touch. At Paint Headquarters you can see many suggestions for staining pine. This wood

was stained with S-W Handcraft Stain "Fumed." It was protected by a sealing coat of white shellac and a finishing coat of S-W Velvet Finish Varnish. The color accent for the room is in the green-seated chairs with a subdued olive green in the upholstered pieces. There is no reason why reds, browns or yellows could not have been used just as well for the brighter colors.

## PAINTING BASEMENT WALLS

**D**RY basement walls are most economically painted with Semi-Lustre because of its greater durability and its washability. But where walls are often dampened by moisture coming through the wall S-W Decotint is recommended. But by all means, paint the basement walls so that the rooms will be lighter and more cheerful. Ceilings



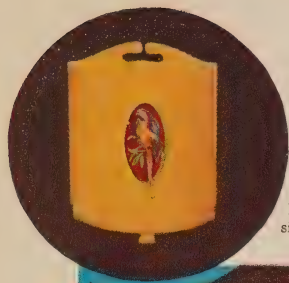
should be painted white or ivory. Dark cellar stairways painted in light tints will save many a misstep and painful fall. Exposed water, steam, gas or electric conduits should be painted with Enameloid, in colors to identify them, and to prevent rusting and collecting of dirt.

LEFT:  
Ceiling, Semi-Lustre Ivory White  
Walls, Semi-Lustre Poudre Blue



## LACQUERED FURNITURE

YOU'VE always wanted to lacquer some furniture, but unless you have used R B L (Rogers Brushing Lacquer in the quaint oriental package) you probably thought it might be too difficult a painting job for an amateur to tackle! But try some R B L and see how nicely it works under your brush, how it "Dries While You Wait" and lets you do so many of the decorating jobs that you couldn't undertake with slower drying finishes. R B L finishes many articles made of leather, paper, cloth and other materials where paint cannot be used. Get acquainted with R B L.



RBL Indian Yellow Transfer Design No. 22077-D.



RBL Sahara Sand, Chinese Red and Black



RBL Carmine 4 parts and Rich Blue 1 part, trimmed with RBL Peach and Lettuce Green



RBL Lettuce Green and Ivory



RBL Platinum and Luxine Green



## SMART FURNITURE

*with*

## SHERWIN-WILLIAMS

THE true color photographs show how really beautiful and attractive your furniture can be when you finish it in colors chosen from the S-W Enameloid Color Card. These pieces were all started from the bare wood. One coat of S-W Flat-Rite Enamel Undercoat was applied (in white) and the finishing coat consisted of one coat of S-W Enameloid in the colors selected. Simple, isn't it?

•

- No. 1. Enameloid Carmine, and Taupe.
- No. 2. Enameloid Lettuce Green, and Canary Yellow.
- No. 3. Enameloid Lettuce Green, Plum, and Plum and Carmine mixed equal parts.
- No. 4. Enameloid Jade, and Gold.
- No. 5. Enameloid Pastel Blue, and Platinum.
- No. 6. Enameloid Medium Brown, Orange and color mixture Mustard.





EASILY OBTAINED

# Enameloid

It was heaps of fun spreading these lovely colors of Enameloid. They go on nicely without dragging and we have experienced no trouble whatsoever with brush marking. The finish dried in such a short time—and dried so hard that next morning we could have used them in any way we desired. At Paint Headquarters you can get still further color schemes, ideas and suggestions to make your home attractive.

No. 7. Enameloid Milan Green, Orchid and Platinum.

No. 8. Enameloid Blue, Orange and Taupe.

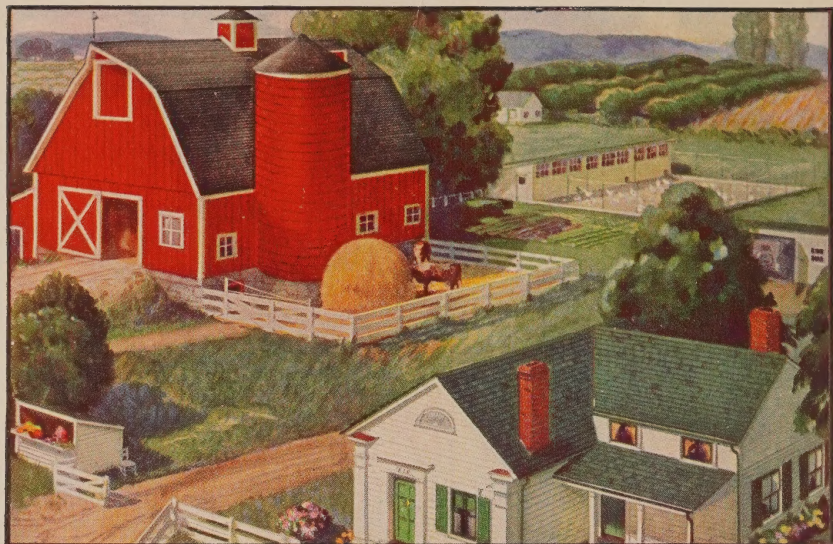
No. 9. Enameloid Taupe, Milan Green and color mixture Apricot.

No. 10. Enameloid Chinese Red, Black and Gold.

No. 11. Enameloid Taupe and Jade.

No. 12. Enameloid Orchid and Canary Yellow





## PAINT CAN ACCOMPLISH WONDERS ON THE FARM

**D**OUBTLESS, there are many of the older folks who can tell us, within a few miles, just where this snug little farm might be found. These wide pilastered houses belong to a vintage of many years gone by and there's a noticeable difference in their state of preservation today. They are treasured possessions today only because good paint has preserved them. Every-

thing built on this farm smacks of the same sturdy simplicity. Don't the buildings look worth-while in their splendid dress of paint—good paint—paint that looks better after years of wear, than cheap paints do when new? Commonwealth Barn Red, perfectly suited for the farm, adds years of life and appearance. SWP Gloss White for the home and trim color on the barn.

## IT PAYS TO PAINT EQUIPMENT

Monotony doesn't last long when you get busy with the paint brush and make things new again. Painting your equipment with S-W Wagon and Implement Paint does heaps more than just prevent rust and repair bills. It would be great if more farmers could, somehow or other, forget how tired they might be and deliberately take "time off" to paint up and clean up the wag-

ons, tractors and equipment they use.

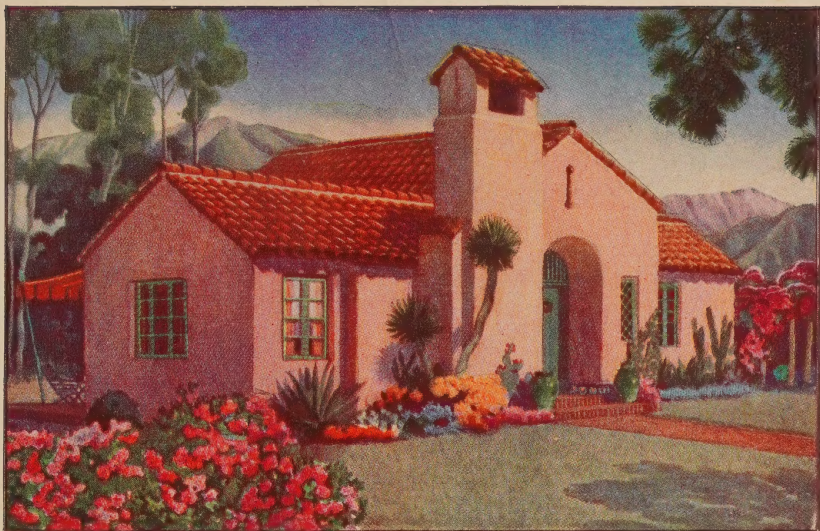


Paint them before they go into the shed until next season—paint them before the first paint wears off, but remember this: a small can of paint can often save the cost of a new tool and can always be relied upon to double the life and usefulness of your hard earned tools.

ABOVE:

Barn, Body, Commonwealth  
Barn Red trimmed with SWP  
Outside Gloss White  
House, SWP Gloss White  
Shutters, Verdas Green





## STUCCO HOMES DESERVE ATTRACTIVE COLOR SCHEMES

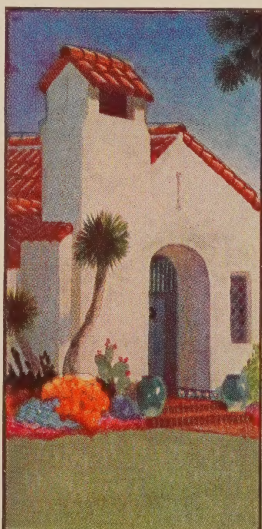
This home finished in S-W Stucco and Concrete Paint Coral Tint will look attractive for years.  
Sash and door are accented with S-W Verdas Green.

### ALTERNATE SUGGESTIONS

Stucco and Concrete Paint Sea Green  
Door and Sash,  
S-W Verdas Green

Stucco and Concrete Finish White  
Door and Sash,  
S-W Spanish Blue

Stucco and Concrete Finish Cream  
Door and Sash, SWP No. 393, Tobacco  
Brown







Roof: Shingle Stain Indian Red House: SWP Gloss White Shutters: SWP Willow Green



A BOOK OF IDEAS AND DECORATIVE SUGGESTIONS  
FOR THE HOME FROM PAINT HEADQUARTERS



Maxham's Paint Headquarters

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